

Shoutbomb Transition

We send text notices to patrons through an optional opt-in service provided by Shoutbomb; patrons sign up by texting the keyword SIGNUP to the email address winnefox@shoutbomb.com.

After beginning the service, we found that there were patrons with certain phone providers who could not send a text to an email address; though there were relatively few of these patrons, Shoutbomb recommended that we set up a local number. This number (920-212-4349) is tied to our Shoutbomb account and sends all the same text notifications.

Recently, Shoutbomb has recommended that we transition all patrons to using this local number to receive Shoutbomb notices.

There are several reasons for this shift to using a phone number to send text notices:

- To reduce the number of blocked or failed notices. (Some phone providers will block some texts coming from an email address, particularly when there is a large number of recipients)
- Increase support for failed notices with delivery confirmation and greater error reporting
- Reduce the explanation needed to set up a patron with text notices (no need to explain how to text an email address)
- Allows text notices to be sent to patrons with more phone providers
- Allows text notices to be sent to patrons who switch providers without needing to re-signup
- Faster message delivery
- Increase size of message sent

What we need to do to make this transition to a phone number:

- Pick a date for the switch to occur
- Change website pages and paper forms of sign up instructions from the email address to the phone number
 - Those libraries who offer an online form for patrons to sign up for text notices will have to change the form as well as the instructions.
- Start educating patrons on the change to come and suggest they update their Shoutbomb contact with the phone number.
 - If patrons don't update their contact with the number, the text notice will have a From: field of 920-212-4349; updating the contact will have the notice still have a From: field of Shoutbomb or Library Notices or however they've entered it into their phone.
- Shoutbomb will auto-update the patron's information in their database to send them notices from the phone number; **patrons don't need to make any change on their own.**
- On the date of the swap, Shoutbomb will send a mass text to all patrons signed up, informing them of the change and instructing them to change their contacts. The basic notice is: ***"Text notices from your Winnefox library will now be delivered from this phone number, (920) 212-4349. Please update your contacts."***

While both email address and phone number will be supported for a time, going forward all signups should be done to the phone number (920-212-4349), and eventually, the email will stop being used to send notices.